

The Sea Coast Echo

The County Paper.

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THE SEA COAST ECHO, FRIDAY, FEBRUARY 24, 1928.

THIRTY-SEVENTH YEAR, NO. 9.

PONTCHARTRAIN BRIDGE FORMALLY OPENED SAT. NOW OPEN TO AUTOMOBILE TRAFFIC TO PUBLIC

Costs \$5,000,000.00 and is Longest Concrete Bridge in Country—Appropriate Ceremonies Mark Memorable Event.

The Mississippi Gulf Coast and the north shore of Lake Pontchartrain were brought an hour closer to New Orleans, and the driving time from Canal street to Slidell was cut in half Saturday when the \$5,500,000 five-mile concrete toll bridge over the eastern end of Lake Pontchartrain was formally dedicated, and soon afterwards opened to traffic.

While the bridge was not opened to the general public until 2 p.m., most of the hundred automobiles participating in the dedication earlier in the day went on to Slidell after the completion of the ceremonies in the center of the structure before returning to the city. The traveling time from Slidell back to Canal street was variously reported by automobiles at forty-five minutes to one hour.

Baker Crosses First.

George Long, president of the Consumers' Biscuit Company, was the first toll-paying automobile owner to cross the structure from New Orleans to the St. Tammany parish end. Mr. Long was waiting at the head of a line of automobiles when the formal opening to traffic occurred, and from 2 p.m. onwards there was a constant procession of cars going over the bridge on their way to St. Tammany parish and the Gulf Coast. Within the first hour 125 automobiles had passed the toll-gate at the New Orleans end.

Two hundred residents of New Orleans, and half a hundred citizens of St. Tammany parish and Gulf Coast cities were present at the dedication ceremonies shortly after 10 a.m., the crowd being restricted on account of the limited parking space at the center of the bridge.

City Represented.

The city of New Orleans was officially represented at the opening by City Attorney Bertrand I. Cahn, Mayor O'Keefe being detained at a meeting of the Democratic state central committee. St. Tammany parish was represented by Mayor Andrew D. Canuette, of Slidell, while Lieutenant Governor Bidwell Adam, of Mississippi, headed a Gulf Coast delegation which included the mayors of seven Coast cities and the chairmen of the boards of supervisors of the Gulf Coast counties.

A delegation of visiting bankers interested in the construction of the bridge included Oliver J. Anderson, Study with us Sunday night, 26th, the life of Oncken, preacher, pioneer, missionary, a hero of faith, great story in B. Y. P. U. at 6:30. Bring a friend, sit front.

NEW THEATER AND HOTEL IS PLANNED FOR CITY GULFPORT

Building to Be Placed at 13th St. and 24th Ave.—Would Cost \$450,000.

Plans and specifications for a Gulf port apartment hotel, in conjunction with an arcade and theater building involving a total estimated cost of \$450,000, have been announced as nearing completion of J. Rice Scott and Anthony DeH. Zinc, architects of Miami, Fla., and bids for construction of the buildings will be asked in about thirty days, according to the New Orleans Daily Journal of Commerce.

M. Scott has been in Gulfport for several days and has conferred with Gulfport city officials concerning the proposed new buildings, which he said would be erected on the north side of 13th street, from 24th avenue westward to the alley dividing the block. The site, formerly known as the Anderson property, is occupied by several frame dwellings.

The building group as designed by the Miami architects would consist of a five-story apartment hotel, 160 by 200 feet, constructed of steel frame, brick, and cast stone, and a two-story arcade and theater building, 50 by 160 feet. The theater would seat 1,000 persons, it was said.

The cost of the two contemplated structures would be \$350,000, and equipment and furnishing in the theater would cost \$100,000 more, the New Orleans report indicated.

Both buildings would be of fire-proof construction.

B. Y. P. U. NEWS.

Nothing stirs hearts like a story. A great Christian character like Oncken captures our hearts.

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a few minutes set off in different directions to carry the messages to Dallas, Houston, Mobile, Jackson, Meridian and other nearby cities that the bridge across Lake Pontchartrain, so long dreamed of, is at last a reality.

At a luncheon at the Roosevelt which followed the formal opening, President Watson of the bridge company pleaded for fair play for outside capital, in order that the resources of Louisiana may be developed. He characterized the bridge as a commitment to the engineering skill of J. Black, vice-president of Ford, Bacon and Davis, who supervised its construction, and to the many loyal friends who have assisted financially in its completion.

"Capital" Needed. "Louisiana needs outside capital to develop its wonderful resources," said Mr. Watson. "The capital must be coaxed here; it can't be brought with a club. In putting up the money for this bridge outside capital has shown its confidence that it will receive fair play in Louisiana. There are innumerable projects waiting for outside financing, and the extent to which money will pour into the state depends on the attitude of the people of Louisiana."

Watson Responds. Eli T. Watson, president of the Pontchartrain Bridge company, responded briefly to the messages of good will from the representatives of New Orleans and the Gulf Coast.

"We have accomplished our task," said Mr. Watson, "and here is the bridge, for you to use. In order to complete this structure, thousands of investors from Maine to California have put their money in the securities of the bridge company. They are relying on Louisiana for fair play and a square deal."

The dedication of the bridge was in the form of a pageant symbolic of the closer ties that will result from the completion of the structure between New Orleans and the rest of the world. Miss Betty Watson, daughter of Eli T. Watson, represented Louisiana, and Miss Isabelle Lansing of Bogalusa, depicted the outside world. As they simultaneously twirled the bow in the center of the ribbon spanning the roadway, the ribbon fell apart and the structure was declared open for use.

Girls Comprise Court. Miss Watson was attended by Adele Williams and Patricia Watson as pages, while the members of her court, representing resources, cities, history, people, customs and industries of Louisiana were Misses Martha Baldwin, Maud Werner, Martha Clarendon, Marion Scott, Cecile Owen, Lucille Minor, Blanche Foster, Evelyn Jahncke, Ethel Jane Westfeldt, Helen Dunbar, Adele Jahncke, Maridel Saunders and Marcelle Coyle.

The members of Miss Lansing's court were Myrtle Collehon, Eloise Prevost, Grace Larabee, Elizabeth Gavin, Alvis Mercadet, Helen Frederick, Ethel Oudlher, Minnie Millon, Azie Verret, Bill Fahey, Nellie Gurney and Naomi Banks.

Persons Carry News.

As a concluding ceremony, the young ladies of the court released a young rooster and a hen, which after circling around in the bridge

area,

Informal Opening of Local Bridge on Washington's Birthday.

\$800,000 STRUCTURE OPEN TO PUBLIC

Dedication Date Is Tentative—Probably Next Saturday or Friday Afternoon.

After a visit Tuesday from State Highway Commissioner Draper, and a conference held by President Weston of Hancock County Board of Supervisors, and President E. J. Adam, Harrison County Board of Supervisors, with others in authority, it was decided to allow the use of the completed Bay St. Louis bi-county auto bridge, and, accordingly, it was declared open Wednesday morning, and all that day, notwithstanding inclement weather, a stream of cars poured both ways all that day.

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Ribbon Bars Passage.

The New Orleans guests at the dedication ceremonies left the Roosevelt at 9:30 a.m., and forty-five minutes later met the St. Tammany and Gulf Coast delegations in the center of the bridge. Here a white ribbon had been stretched across the roadway.

Charles H. Hamilton, president of the Association of Commerce, presided as master of ceremonies, and for the commercial interests of the city expressed the hope that the bridge will succeed beyond the fondest expectations of its builders. Similar felicitations were expressed by City Attorney Cahn, Mayor Canuette, Lieutenant-Governor Adam and Nicholas Bauer, representing the Mayor's Bridge commission.

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COLLEGIANS AT S. S. C. HAVE ANNUAL BALL FOR CARNIVAL DAY

Enjoy "The Chaperon" Play By Play-a-Whiles Club Pass Christian Band.

For the last three years the graduating class has celebrated Carnival with a dance, and the graduates of this year were determined not to let this Carnival go by without the usual event. Preparations were eagerly and carefully carried out, and the dance took place from two to six o'clock. Needless to say the evening was thoroughly enjoyed by all present, which happened to be a large crowd. The music was furnished by a jazz band from Pass Christian, which seemed untiring in its efforts to please the dancers. Refreshments were served during intermissions free of charge, and the tables were nearly always crowded. Many college boys who had never had the nerve to try to learn to dance, seemed to think that a fine chance to do so, and took advantage of the occasion at the expense of some defenseless girl and a perfectly good pair of shoes.

Last Wednesday night, the Saint Joseph Academy Play-a-Whiles entertained the student body of St. Stanislaus college and a large number of Bay people with a play, "The Chaperone," depicting a mother's love and sorrow for her youngest child whom she believed dead. The girls put the play over without a flaw and everyone was pleased with the show. Before the performance and between the acts, the audience was treated with selective numbers by the college orchestra.

St. Stanislaus college has again selected as the place where the championship basketball tournament of the State's regional high schools is to be played. This singular honor was given to St. Stanislaus last year for the first time, and because of the wonderful co-operation of the entire school and the people of Bay St. Louis, it was given this honor again.

Wednesday night the great white way, a light curve, 110 feet, was switched on, and the sight of a lighted line across the bay was subject of admiration, and welled up enthusiasm and faith for the future of this section as never before.

As The Echo goes to press this Thursday evening (for Friday morning publication), there are in session at Pass Christian City Hall, members of the Executive Committee of Bay St. Louis Chamber of Commerce, with members of Pass Christian Chamber of Commerce and also the Mississippi Coast Club, represented by Warren Jackson, managing director, on the date of dedication. With representatives Boards of Supervisors they will choose the date.

Unless plans are changed, it is intended to have members of both houses of the Legislature on the Coast for next Friday and Saturday, and either day has tentatively been selected as date of dedication. Most likely, Friday will be the day.

Unless plans are changed it is proposed to hold the ceremonies during the early afternoon hours. There will be the parting of the ribbon, where the county line divides the bay, addresses, etc.

Hancock and Harrison counties and the Mississippi state highway department provided the funds to build the bridge, which offers a wide roadway resting on creosoted piling. The contract first was let to the J. B. Smith firm but the latter failed to comply with the terms of the contract and the firm of Youmans & Moore, of Houston, Tex., took charge, completing the work.

The first car to pass over the new bridge after it was officially opened by J. C. Craig, highway engineer in charge, bore Wisconsin license and by 11:45 o'clock 282 cars had passed.

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Sanders Speaks.

Former Governor J. Y. Sanders characterized the completion of the bridge as the greatest step forward for New Orleans since the building of its modern sewerage and water system. Even the men concerned in the bridge project, he declared, cannot now envision what it will mean to the development of this section.

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Charles Genin and Fred Banderet, Jr., residents of Bay St. Louis, were appointed tenders of the bridge by the state highway department.

Special City Election Called

A special municipal election to determine salaries to be paid the mayor and commissioners of Bay St. Louis, has been called for Thursday, March 8th, amount of salary to be voted and offered for consideration, \$225.00 each.

It will be remembered the proposition to pay \$250.00 per month was recently defeated by a small margin of twenty-eight votes.

The results stood: For, 282, against, 310.

It is expected the second proposal will carry.

Delegates From Bay St. Louis.

Attending the Pontchartrain bridge celebration from Bay St. Louis Saturday at the bridge and in New Orleans were Mayor Charles E. Bush, Harrison county board of supervisors; Warren Jackson, B. C. Bowles, Gulfport, Chas. Moreau, Bay St. Louis, and Mrs. Donnez, of Ocean Springs. Mayor H. A. Gunning of Long Beach, Joseph Mauffrake, Frank Gantay, Leo Seal and Clem Weston, of Bay St. Louis; and H. F. Gauthier, Pascagoula.

The Pontchartrain bridge, the longest concrete structure in the world, is exactly five miles long, stretching three miles inland from the Gulf of Mexico to the Mississippi River. It is 110 feet wide,

CHEAP EDITIONECHO BLDG.
Thirty Seven Years of Publication.

Chas. G. Moreau, Editor and Publisher
Official Journal Board of Supervisors
Official Journal City Bay St. Louis
Member National Editorial Association
Member State Press Association
Subscription Terms, \$2.00 Per Annum
Always in Advance.

Entered as Second-Class Matter at the Postoffice, at Bay St. Louis, Miss., under Act of March 3, 1879.

Not every hard working man makes money.

Many a seed is planted without producing beans.

Don't criticise the ladies; they criticise each other.

Europe, it seems, wants to go to the end of her rope."

Wonder if there's any connection between the automobile price war and leap year.

One great need some inventive genius should set about to fill is that of a luminous rocking chair.

It takes the month of January to show us just what the weather man means by "mean temperature."

Our idea of a joke is the man who buys bonds from a stranger.

Never argue with your neighbor if he is a bigger man than you are.

The average man is satisfied that he is more than the average man.

Some men think they are hard-boiled when they are just half-done.

Planting trees is a habit that would not do Bay St. Louis any harm.

Not every man who belongs to the church knows what it's all about.

Paying taxes is a duty that comes regularly whether you like it or not.

One of the things we don't worry about is what to do with our extra cash.

Sensible men like to talk sense; where can we find another sensible man?

The average sweetheart will be in favor of reducing the price of the aerial mail.

Our extra slice of pie for this week is awarded the largest advertiser in this issue.

Correct this sentence: "I'm not mad with you; what you do doesn't interest me."

You can do a lot of things by faith, but making interest payments is not one of them.

Writing these paragraphs is not as easy as reading them, however hard you find that to be.

Many a man has gone to see a show because his wife wanted her neighbor to see her new coat.

February has five Wednesdays this year. You can pay your subscription on one of them that remain.

Bay St. Louis has many commodities to sell. Watch our advertisements and buy what you need here.

Let's get behind the local merchants and give them our support. In the long run that is wisest for us all.

Every time we hear of a man going into the poultry business as a sideline we have a great fellow-feeling.

There are some people in Bay St. Louis who are never really happy until they see the bright colors on the cover of a mail order catalog.

The French are trying women cooks in their army and kitchen police may not be such a bad job in that army.

The eminent alienists who contend that insanity is contagious may at last have offered the key to some queer verdicts.

The day may not be so far off, after all, when they will throw an automobile or two in when one buys a gallon of gasoline.

Some of these society women must find it a bit difficult to remember who they married last so they can tell where to go home.

There were more second lieutenants than captains in the army, but it's different in industry, for who ever heard of a second lieutenant of industry.

A Swiss historian claims women wore short skirts and exposed their knees to the weather in the sixteenth century, and that accounts for the looks of some seen nowadays.

The Sea Coast Echo is anxious to have the news of every section of Hancock county and will appreciate the favor of those sending it in. Sign your name to all letters. This is for identification and will not be published.

Bills in the House and Senate would repeal the law providing for identification tags on automobiles. Proponents of this law, which was passed in 1922, point to the fact that police officers and law enforcement officers generally over the state, favor the retention of the law, since it helps them to locate stolen automobiles. They also point to the fact that the identification tag has reduced the theft insurance on automobiles in Mississippi more than ten per cent, which more than pays for the trouble and cost of the tag.

ADVERTISE IN THE SEA COAST ECHO

Advertisers will find that most of the important buyers in Bay St. Louis read The Sea Coast Echo. Business is made up of progressive citizens and this class of our people are behind The Sea Coast Echo. Merchants who fail to advertise because everybody in town knows about it, are the losers. Advertise in The Sea Coast Echo and let the world know everything that has happened or is happening in Bay St. Louis.

FAME IN ONE YEAR.

Last year, during the same month, the United States government lost an air mail pilot by the name of Charles A. Lindbergh. Very few people in the country knew he was in existence. Today the world knows him by name and acclaim as the marvel of the new-born flying age. Rarely, if ever, has a man so completely captivated so large a portion of the public's attention and esteem. In almost every nation the name of Lindbergh is known. Since his resignation from the air service he has carried his plane into seventeen independent countries, three colonies of Great Britain, the West Indian Islands, forty-eight American states, the District of Columbia, the Canal Zone, the Virgin Islands and Porto Rico.

His last flight, from Havana to St. Louis, marked the end of his tour of Central and South American states, in which he flew more than 8,000 miles. Altogether the Spirit of St. Louis has taken more than 467 flights, covering more than 40,000 miles and the original motor has never been replaced and has not yet received a major overhauling. No wonder Col. Lindbergh is able to say:

"With proper care and maintenance, the modern plane and engine should have a minimum life of 150,000 miles."

Automobile owners in Bay St. Louis, who are inclined to doubt the everyday use of the plane will realize what this will mean, when planes drop in price, which they do as soon as quantity production is reached. According to Col. Lindbergh, neither his plane or his motor have had over 5 per cent of replacements and are yet in excellent condition, "capable of continuing in service for a much longer time than they have now been in use."

OUR RICH MEN.

The rich men of America are often condemned, and sometimes with reason. When men consider their private or corporate interests are greater than their duty to the government itself and refuse to co-operate in a matter of the public good they should be censured by honest people.

The above observation applies with force to the misguided oil officials who now sojourn abroad to escape \$3,000,000 made by the bogus oil concern, organized telling the truth about what they know of the infamous when the naval reserves were passed out. It applies forcibly to those officials who have not left the country but refuse to talk when sworn.

It does not refer to other rich men, who are great citizens of a great republic, and accept the obligations of their patriotism. It does not refer to Mr. John D. Rockefeller, Jr., who has set an estimable example for millionaires by his straight dealing with the United States government, in its investigation of the oil scandal. Mr. Rockefeller's letters to Col. Stewart and to Senator Walsh entitle him to high rank among his fellow-countrymen.

The Sea Coast Echo is not among those who chirp a constant criticism of wealth. Thank God, we have it in profusion in this country. We rejoice greatly in the opportunity that allows men to make vast fortunes. Moreover, we have the abiding conviction that the great majority of these men of wealth, so often denounced, are at heart as good citizens as any of the rest of us. Wealthy men have done great things in America but they have not stopped there. They have gone on and accomplished great achievements for America, rendering possible many great works through the constructive use of their fortunes.

LONGWORTH ON PARTIES.

Speaker Nicholas Longworth, in a recent speech before the National Republican club, of New York City, declared that the "safety of the nation depends upon the maintenance of responsible party government," without which this country would drift into one of the "three alternatives of democracy, "monarchy, dictatorship or anarchistic government."

Mr. Longworth is probably right. The keynote of his remark is the word, "responsible." This means that parties must represent the people. They must be responsible to the people of the nation as a whole and not "formed on the basis of geographical, social or radical conditions and that greatest of all questions religion."

Now, to be frank, there is only one way for the two great parties to do what Mr. Longworth asks. That is by looking after the welfare of the people of the United States as a whole. If that is done and honestly done there will be no occasion for blocs and other sectional organizations to spring up in order to right what the members consider great wrongs.

The leaders of the Democratic and Republican parties have a great responsibility. Upon the wisdom of their leadership depends the answer to Mr. Longworth's implied question. When our statesmen lead the people correctly they will not listen to agitators but whenever there is a great wrong there will always be some means of giving it expression, and, in time, power.

ABOUT TIGHTWADS.

Bay St. Louis will never be built by the donations of tightwads.

When we say that we have no intention of saying that it is the duty of any man, rich or poor, to contribute money to causes in accordance with the public expectation. What a man does with money, honestly or legally acquired, is a private matter in which no public committee has any right to dictate.

However, a town must have generous men and women in its midst in order to go ahead. The name "tight-wad" has been set aside for those who do not prefer to chip in on a popular movement. The choice is with the individual, who has the right to decide. If he or she wishes to keep what he or she has, without thinking of the public, they have that undisputed right, but then, it is humorous for them to object when the rebuffed public good recoils and the "tight-wad" label is applied to them.

CONCERNING BILLFOLDS.

Citizens of Hancock county who are in the habit of carrying bank-notes in their pocket books have been notified that the present sized billfolds will be in use for several years longer, even if the new and smaller bills are to be gradually introduced.

Next October, it is said, ought to see the new dollar bills in circulation in Bay St. Louis, but treasury officials state that it will be several years before the reduced notes of other denominations are placed in circulation.

We don't know about the rest of the people of this community but as soon as the new dollar bills get into circulation our old bill fold will be out of date—it rarely has a chance to carry anything more than a few ones.

So far Governor Billie has not intimated to the legislature how he would provide the money to carry out the several recommendations made in his inaugural address. Some of the legislators believe that his measures, many of which provide for greatly increased appropriations and new appropriations, should be passed so that he should have the necessary legislation from the legislature by the time the new bills come into use.

Advertisers will find that most of the important buyers in Bay St. Louis read The Sea Coast Echo. Business is made up of progressive citizens and this class of our people are behind The Sea Coast Echo. Merchants who fail to advertise because everybody in town knows about it, are the losers. Advertise in The Sea Coast Echo and let the world know everything that has happened or is happening in Bay St. Louis.

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This Week.

Canada Our Friend.
Anti-Third Term.
Ultra-Simple Divorce.
Mussolini's "I Will."
BY ARTHUR BRISBANE.
(Copyright, 1924)

(For The Sea Coast Echo)
Secretary of State Kellogg has been in Canada well received, and heard. Canadian statesmen say there is no danger of our country trying to annex Canada. That annexation idea is old and foolish. The United States is old and foolish. The United States and finds it in the people of Canada.

Also, Canada is our best customer, buying here more than the British mother country buys. For several months in 1927 Canada was the best customer we had in the world.

We helped the Canadian Northwest, as we did all countries, by supplying a short cut through the Panama Canal. Canada reciprocates by buying of us.

When the St. Lawrence Canal goes through, both nations will be better off. Friendship, co-operation, constructive competition should be the program.

The Senate will pass some kind of anti-third term bill, making two terms the limit, instead of a tradition. It should be two elected terms. A man elected once should have a second term in mind. No matter how good he is, that makes him a better President.

Gratitude is a sense of favors to come.

Senator Borah advocates only one term, a mistake.

It takes a President one term to get over the excitement of being President and get down to real work.

Two terms by election of the people would be a good rule.

Germany proposes a law to make a "simple wish" sufficient ground for divorce.

It would not be necessary to prove guilt. Wife or husband can say, "A continuation of my married life has become impossible." That will end it.

The couple must live apart one year before getting the divorce. When no guilt is proved, there will be no alimony. The richer of the two will be expected to help the poorer.

That makes our "companionate" marriage quite conservative.

Mussolini continues simplifying Italy's government which in substance is the expression of Mussolini's "I will." Only one political party is to exist. Only those will vote "who contribute to the progress of the nation."

The number of deputies will be reduced from 560 to 400. It would be simpler to let Mussolini cast one vote for the whole nation. That is what happens in reality.

If a dog bites a man we ignore it. If a man bites a dog that's news. Mr. Cummings said it long ago and Dr. Wood said it before Cummings did.

Often you read of a dog killed, defending his master, shot by a burglar, etc. That is hardly news. Now you read that Vincent J. McCarthy was killed by stab wounds while defending his dog. That is news.

At Rockville, Conn., a white girl, nineteen years old, descendant of a general on the Southern side in the Civil war, also claiming ancestors on the Mayflower, secures a license to marry a mulatto. The girl's mother consents because she thinks it is "for the best interest of the couple."

Intelligent men, white and black, will agree that this is decided against the interest of both the man and the woman, and all of both races.

The poor Heine felt differently about it long ago. Shocked to hear that a white clergyman was to be tarred and feathered because he allowed his daughter to marry a negro, Heine exclaimed: "O! Freiheit, due boeser Traum!" "O, Freedom, thou wicked dream."

A young woman, well educated, married to a scoundrel, followed him and his fortunes, and will soon be hanged with him in Canada. She was with him when he murdered a taxi-cab driver.

An effort is made to save her from the gallows and the girl amazes her friends, saying she does not want to be saved. "If he hangs, I want to hang with him." That should be amazing if a man said it.

A woman is willing to be burned with her children, or hanged with her husband, when she likes him. It is part of the female disposition.

PROFESSIONAL CARDS

PHONE 14-7 HOURS: 9-12-2-5

DR. W. S. SPEER

Chiropractor

OFFICE AND RESIDENCE 207 MAIN ST.

EXPERT MANIPULATIVE

THERAPY

BAY ST. LOUIS, MISS.

DR. J. C. BUCKLEY,

Physician and Surgeon

OFFICE: Fader Drug Co., 126 Carroll Ave.

Phone 315.

DR. B. L. RAMSEY,

Dentist

Office Hours: 9-12, 1-5.

Sundays By Appointment.

MASONIC TEMPLE BLDG.

TELEPHONE NO. 11.

BAY ST. LOUIS, MISS.

DR. J. A. EVANS,

Dentist.

HOURS: 10-12, 1-3, 6-8.

Hancock County Bank Building.

TELEPHONE NO. 34.

BAY ST. LOUIS, MISS.

Hancock County Insurance Agency**INSURANCE**

IN ALL ITS BRANCHES

Let Us Take Care Of Your Needs

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Hancock County BankCASUALTY
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IT IS 25,000 MILES AROUND THE WORLD.

**YOUR CAR
IS GOOD FOR OVER
50,000 MILES**
IF GIVEN INTELLIGENT SERVICE.

THIS MEANS SKILLED LABOR, DEPENDABLE
PARTS, TOOLS AND SHOP EQUIPMENT.

WE HAVE THEM ALL

The Cream of
the Tobacco
Crop



"Hoot, Mon, Luckies
dinna hurt my throat
or wind," says
Sir Harry Lauder,
famous Scotch
Comedian

"I've smoked Luckies
for years and all this
time I've been active
in my work which
demands a clear
voice for singing
and good wind for
dancing. It's always a bra bricht
moonlight nicht
with Luckies—Hoot,
Mon, they dinna
hurt my wind or
throat."

Harry Lauder

"It's toasted"

No Throat Irritation-No Cough.

ECHOES FROM THE
STATE CAPITOL

The seventh week of the Legislative session came to a close with many important measures still coming into the two bodies. The legislature is supposed to be about ready for presentation. They are expected to come in during the eighth week.

University Removal.

The Houses by an overwhelming vote passed a resolution disapproving of the University removal from Oxford to Jackson. The vote was 104 to 9. The University is asking for \$265,000 for permanent improvements, and there is some speculation as to whether there will be opposition to this.

Boxing Bill.

The House Friday engaged in a heated two-hour discussion of a measure that would legalize boxing in Mississippi. The act is designed to permit amateur boxing of ten rounds, when properly supervised, and repeals a statute enacted in 1882 which forbids prize-fighting in the state. The bill passed 76 to 45, but was held up on a motion to reconsider.

Book Bills.

The four measures providing for a state printing plant to manufacture and distribute textbooks for school children and to do state printing are being considered in committees. These bills hold the center of the stage and will for several weeks to come. F. W. Richardson, former governor of California, has been in Jackson, speaking in favor of the bills. Other speakers are coming, both for and against. Senate action is expected during the eighth week.

W. H. SLINGER
Upholsterer.

LATE WITH GALLUP, INC., NEW ORLEANS.

MATTRESSES

Phone 342-J

SLIP COVERS

109 Touline St.

Where to List for Results

I have ready buyers for Bay St. Louis and Waveland property. List your property with me for results. It will pay you.

R. TERRELL PERKINS

Bay St. Louis Branch Office,
Beach Front, Near Corner Main St.

867 PERDIDO STREET,
NEW ORLEANS, LA.

Monogram Brand Type Writer
The Better Kind, 1.00 each

THE SEA COAST ECHO, Tel. 3-311.

Thirteen Month Year.

Some progress seems to have been made in the proposed change in the calendar from twelve to thirteen months of four weeks each as is being advocated by some of the leading business men of the world, and in the conduct of their own business some of the great business enterprises of the world have for some time had such a calendar in use. In Europe one business employing 22,000 people has had it in effect for some time, while in this country one chain store business with 1,500 stores has employed the proposed method and will continue it. The latter is but one of several great businesses already using the new calendar in the United States.

The new calendar would have a new month, coming between June and July, which would group the last thirteen days of June and the first fifteen of July and thus absorb the 29th, 30th and 31st days of present months. There would be one extra day which would become December 20th, as an extra Sabbath, and leap years would have a "leap day" inserted as midday's eight-day extra Sabbath as June 20th. The year would automatically fix a perpetual week-day-name to each date in every year. The plan incidentally would give Easter a fixed day instead of leaving it to wander over a thirty-five day period as at present, and it is stated that world-church bodies have assured promoters of the proposed change that they favor so fixing the date of Easter.

The guy I hate is O. E. Ware.
He always stands behind my chair,
And tells me how, with lofty air,
To play my hand in solitaire.

**Don't Let a Cold
Knock You Kold!**
Take
DESTOR'S
KOLD KNOCKERS
For Grippe, Flu, Head
Colds and Fevers.
Contains No Quinine or
harmful drugs. For sale
by all Drug Stores.

Price 25c.

DELINQUENT TAX SALE FOR THE CITY OF
BAY ST. LOUIS, MISS.

NOTICE.

Notice is hereby given that I will on MONDAY, MARCH THE 5TH, 1928, at the front door of the City Hall at legal hours, sell at public outcry to the highest bidder for cash the following described lands, delinquent for City School, School Building, Sinking School Bond, Sinking Bond, Water Works, Fireman Protection and Special Improvement and Sea Wall Taxes due thereon for the fiscal year 1927, or so much thereof as will satisfy said taxes and all costs, to-wit:

Owner's Name, Description and Lot Numbers.	PARCELS	CITY TAX	SCHOOL TAX	SINKING BOND	WATERWORKS	PREFECTURE PRO.	CASES	ADVERTISING AND SELLING	PRINTERS' FEES	TOTAL COSTS.
L. Pallet, lot 3	1	\$2,00	\$39.81	16.25	25.19	13.00	13.00	20.80	.25-.40	\$29.45
L. Pallet, lot 5	1	3.60	2.88	1.62	3.42	.90	.90	1.44	.35-.40	16.49
L. Pallet, lots 7, 8, 9 and 10	1	10.80	8.29	3.37	5.21	2.70	4.00	1.00-.20	.50-.80	50.12
L. Pallet, lot 12	1	8.00	6.40	2.40	3.60	7.60	2.00	2.00	.25-.40	36.55
Alain Pallet, Burnett sub., lot 10 to 14, incl. to 24, incl.	1	8.00	7.74	2.91	4.36	1.19	2.42	2.42	.35-.50	.80
Miss T. Routh et al, lot 103	1	6.40	5.12	1.92	2.88	6.08	1.60	2.50	.25-.40	29.06
Leonard Sub. Div., H. Dunn Est., blk. 1, lot 3	1	5.60	4.48	1.68	2.52	5.32	1.40	1.40	.25-.40	25.20
N. T. Harris, blk. 3, lots 10, 11, 12, incl. to 14, incl.	1	24.00	18.47	7.50	11.52	22.50	6.00	6.00	.90-.50	.80
N. T. Harris, blk. 6, lots 11 to 15, incl.	1	6.40	5.12	1.92	2.88	6.08	1.60	2.50	.25-.40	29.46
N. T. Harris, blk. 9, lots 11 to 17, incl. except 103 feet	1	20.80	13.98	6.50	10.01	19.50	5.20	5.20	.80	92.32
E. V. Bourgeois, Leon- hard sub. div., blk. 6,	1	4.80	3.84	1.44	2.16	4.56	1.20	1.02	.25-.40	21.77
Edward Seely, west 805	1	2.80	2.24	.84	1.26	2.68	.70	.70	.12	.25-.40
Edward Seely, west 805	1	3.82	3.00	1.22	1.90	3.68	.98	.98	.15	.25-.40
Edward Seely, lot 904	1	2.40	1.96	.82	1.32	2.38	1.00	1.00	.15	.25-.40
Dora Farve, lot 294	1	2.64	2.05	.82	1.25	2.43	.66	.66	.15	.25-.40
Joe. D. Farve, lot 298	1	2.00	1.60	.64	2.40	3.80	.70	.70	.15	.25-.40
Mr. Josephine, Parke sub- div., sq. 9 feet of lot 25	1	5.60	4.48	1.08	2.32	3.22	1.40	1.40	.25-.40	25.20
Madelin Buchachen, lot 1	1	3.40	1.11	1.02	1.03	2.23	.35	.35	.15	.25-.40
Madelin Buchachen, lot 1	1	8.40	6.72	2.52	3.28	6.20	9.02	9.02	.25-.40	107.77
Madelin Buchachen, lot 1	1	5.80	4.48	1.80	2.78	4.75	.66	.66	.15	.25-.40
Fred Leitz Est., lot 32	1	24.80	19.11	7.74	11.80	23.20	6.00	6.00	.06	.25-.40
Lillian H. Antoine, lot 71	1	2.80	2.24	.84	1.26	2.68	.70	.70	.12	.25-.40
S. L. Parker, lot 103	1	2.40	1.96	.82	1.32	2.38	1.00	1.00	.15	.25-.40
Barney Hart, lot 105	1	5.80	4.48	1.80	2.78	4.75	.66	.66	.15	.25-.40
E. V. Bourgeois, Leon- hard sub. div., blk. 6,	1	2.80	2.24	.84	1.26	2.68	.70	.70	.12	.25-.40
Edward Seely, west 805	1	3.82	3.00	1.22	1.90	3.68	.98	.98	.15	.25-.40
Edward Seely, lot 904	1	2.40	1.96	.82	1.32	2.38	1.00	1.00	.15	.25-.40
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Mr. Josephine, Parke sub- div., sq. 9 feet of lot 25	1	5.60	4.48	1.08	2.32	3.22	1.40	1.40	.25-.40	25.20
Madelin Buchachen, lot 1	1	3.40	1.11	1.02	1.03	2.23	.35	.35	.15	.25-.40
Madeline Buchachen, lot 1	1	8.40	6.72	2.52	3.28	6.20	9.02	9.02	.25-.40	107.77
Madeline Buchachen, lot 1	1	5.80	4.48	1.80	2.78	4.75	.66	.66	.15	.25-.40
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Mad										

The Stanislaus Club



CITY ECHOES.

"Have you crossed the Bay bridge?" is the oft-repeated question one hears these days.

—Miss Hilda Weir, of Gulfport, visited Bay St. Louis Wednesday and Thursday, called by the death of Mrs. Louis Robert.

—Mr. Charles Traub, Jr., was among the number who motored to Biloxi Tuesday to attend the Mardi Gras festivities there.

—Nylas Stone Root Compound sold by the Atlas Drug Store is a treatment for minor disorders of the kidneys and urinary tract. Price \$1.00 per bottle.

—Mr. and Mrs. Frank S. Gentry and Mr. Palmer Lott spent Tuesday in New Orleans, representing Bay St. Louis at the carnival.

—Mr. R. N. Blaize and daughter, Miss Julia, spent the early part of the week in New Orleans, participating in the Carnival activities and visiting friends.

—Are you going to dye that last spring frock? We recommend Putnam Fadless Dies—Atlas Drug Store.

—Capt. Drackett is preparing the ferry Cecil N. Bean for her trip to New Orleans, where the well-known boat will ply the Mississippi River from bank to bank head of Oak street in the ferry business.

—Have you had the "Flu"? Better grab a bottle of Wampoles Cod Liver Oil at the Atlas Drug Store. It will pep you up.

—Mrs. E. J. Leonhard returned home from New Orleans Wednesday morning, where she spent several days visiting at the home of her relatives, Mr. and Mrs. Albert T. Leonhard, incidentally visiting for the carnival season.

—It was a chicken special. Early hatching was discussed by the president, Mrs. Ida Whitfield. Essentials in feeding and raising was ably handled by Mrs. F. B. Pittman; demonstration, by Miss O'Don, making a brooder and culling. Miss O'Don expects to have poultry show soon and we hope to be well represented.

New business was as follows:

George Washington's birthday was celebrated by giving the school children a party, using an appropriate menu and favors were used to carry out the idea to even the small keypies. Also a play is to be given in the near future.

—A son was born to Mr. and Mrs. John J. Ryan Thursday morning, February 23, 1928, at their home in Second street. Both mother and child are doing well, and the boy is one of the buster kind—just a fine, big boy with good lungs.

—Do you bathe your eyes? McK & R. Eye Bath used regularly is refreshing and helpful to the eyes. The Atlas Drug Store sells it for 50 cents per bottle.

—Master Melvin Villere, son of Mr. and Mrs. O. Villere, is convalescent at Hotel Dieu, New Orleans, from an operation for appendicitis, and it is planned to soon bring him back to the home of his parents in Waveland.

—Mr. and Mrs. John B. Welch, two little daughters, Mrs. Welch, Sr., and their aunt, Mrs. Coffee, from the North, motored to New Orleans Tuesday morning and witnessed the carnival parades. Mr. and Mrs. Welch attended the Comus ball Tuesday night.

—How about that spring Tonie? Nylas Hot Springs Tonie puts your blood in good shape for summer. Get it at the Atlas Drug Store.

—Mr. and Mrs. W. A. Staehle and children motored to New Orleans and back during the week over the Pontchartrain bridge, attending the Carnival festivities. While in Rex's city they were guests of Mr. and Mrs. Louis Sporl, at their handsome home in Ursulines avenue.

—Mr. and Mrs. R. L. Bernard, of Cogdell, Ga., former local residents, have the sympathy of many friends on the occasion of the death of their baby, Basil Alexander, aged 3 months, 28 days, whose passing away occurred Wednesday, February 15th, at 2:20 p.m., following an illness.

Just received a shipment of Dahlia Flowered Zinnia Seed, giant size, mixed colors, from California, 25 and 50 cents a package (a little high but worth the price).—Atlas Drug Store.

—Mr. Charles Bandert, general proprietor of Liberty Painting and Service Station, head of Main street, accompanied by Mrs. Bandert and their son and daughter, motored to New Orleans for the Carnival, and took advantage of making the trip in record time over the Pontchartrain bridge.

—Messrs. von Ehren, Case and King have formed a company for the purchase of the furniture business of R. M. Lucke, corner Union and Hancock streets, and plan to begin business under the new firm name by March 1st. Mr. Lucke plans to move to Texas in the interest of better health for Mrs. Lucke.

—Lucien Baron, Sr., for many years, with his family, a resident of Bay St. Louis, died at his home in Covington, La., Wednesday morning, aged 79 years, and was buried at New Orleans the following day. He is survived by his daughter, Mamie Baron, and sons, Alphonse and Lucien, and a number of grandchildren, one of which, Ernest Baron, is a student at St. Stanislaus college. Mr. Baron will be remembered by many older residents of Bay St. Louis.

—Is your drain pipe on your kitchen or bath tub stopped up? Cend Pipe Fluid will help you troubles. Phone the Atlas Drug Store on a 25 cent package.

—Mr. and Mrs. John Weston, of Logtown, participated at the Roosevelt hotel, New Orleans, during the carnival holidays. They were accompanied by Mr. Harold B. Weston.

This week, Friday and Saturday, will witness the basketball tournament for the Gulf Coast and adjacent territory, and Bay St. Louis is justly proud of being favored as the scene of the event. Thanks for the management of S. S. C. Bro. Baer, president, and Coach Grady Pendleton for the success in getting the tournament, in the face of the fact that other places were seeking recognition. St. Stanislaus college, among others, is a leading factor in the trend of things that make for a greater Bay St. Louis.

CENTRAL HI SCHOOL NEWS.

Coast Tournament.

On Friday, 24th, and Saturday, 25th, the Gulf Coast tournament will be held in the St. Stanislaus college gym, Bay St. Louis. Six girls' teams will enter the tournament and ten boys' teams. The girls' teams will enter are Bay St. Louis, Biloxi, Gulfport, Ocean Springs, Orange Beach, Lyman. The boys' teams entering are Gulfport, Bay St. Louis, Biloxi, Lyman, Picayune, Okey, Sellers, Ocean Springs, G. C. M. A. and Moss Point. Every game that will be played is expected to be a thriller.

St. Stanislaus college handled the tournament last year, and every school participating in the tournament was perfectly satisfied with the management of the same and feel that this year's tournament will even be better than last year.

Bay Hi Girls Lose Second Game.

The Bay Hi girls lost their second game of the season to the Newman Manual Training girls of New Orleans.

The Bay girls kept the lead throughout the game until the last few minutes of play, when the Manual team remembering their former defeats handed them by the B. H. S. team, played their hardest, defeating the Bay girls by two field goals.

In the half the Blizzards were in the lead with a 11-7 score. The first half being played with the two division court. The final score was 19-15.

This will most probably be the last game for Bay Hi girls until the big day—the tournament.

Seniors Get Class Rings.

At last the long looked for rings are here. After about two months delay they have been delivered to the post office and will be turned over to us as soon as we get the rest of the money due, an dit won't be long now until the class will be proudly sporting their jewelry.

Seventh Grade Program.

Monday morning the Seventh grade entertained the High school with a very enjoyable program. Carl Baker is to be congratulated on his good acting. The program was a scream, and everyone enjoyed it.

Flat Top Club News.

The club met at the home of Mrs. J. B. Wheat on February 14th. It was one of the most interesting and helpful meetings ever held in the history of our club. Ten ladies were present.

It was a chicken special. Early hatching was discussed by the president, Mrs. Ida Whitfield. Essentials in feeding and raising was ably handled by Mrs. F. B. Pittman; demonstration, by Miss O'Don, making a brooder and culling. Miss O'Don expects to have poultry show soon and we hope to be well represented.

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PERSONALS.

The wedding of Miss Margaret Swoop, beautiful young daughter of Mr. and Mrs. Julian Swoop, of New Orleans and Bay St. Louis, to Mr. G. Williams Notz, son of Mr. and Mrs. Williams Notz, a prominent family, which took place at the church of the Immaculate Conception, Tuesday, February 14th, was one of the outstanding social events of New Orleans of the season. The ceremony occurred at a mininal mass. Following the event Mr. and Mrs. Notz left for Havana, Cuba, on their bridal trip, and on return will reside in New Orleans. Quite a number of friends from Bay St. Louis were present.

Miss Isabel Swoop, younger daughter of Mr. and Mrs. Julian Swoop, was a member of the royal court of Rex at New Orleans this week, of which Miss Betty Watson was queen. Miss Swoop was one of the charming maidens who served in place of honor so graciously and with all regard becoming the dignity of the event.

Mrs. John W. Bryan, entertained Wednesday at one of the largest and liveliest luncheons parties of the season, given at the New Orleans Country club. The long table at which the many guests were seated was beautifully decorated with plateaux of violets and campanells, the carnal colors also being carried in the favors given. Mrs. Bryan's guests included Milton L. Boudin, Mrs. B. C. Casanas, Mrs. William B. Schmidt, Mrs. Clyde Stocker, Mrs. Leo E. Kenney, Mrs. Hugh P. Burbank, Mrs. T. Edward, Mrs. M. Belmont, Woodward, Mrs. C. Fucini, Mrs. Donald S. Jewett, Mrs. Samuel Diamond, Mrs. W. G. Gardner, Mrs. Winfield Partridge, Mrs. George R. Rea, Mrs. Elsie Correndo, Mrs. Frederick Bultman, Mrs. E. J. Leonhard, Mrs. Leo Seal, Mrs. J. B. Welch, Mrs. Walter Gleason, Miss E. J. Lacoste, Mrs. H. Glover, Mrs. R. M. Boh, Mrs. G. McDermid, Mrs. George Jurgens, Sr., Mrs. Virginia Grace, Mrs. George P. Murphy, Mrs. George Jurgens, Jr., Miss E. Bougere, Mrs. Albert Jaubert, Mrs. E. Flinn, Mrs. G. Crandall, Miss Winifred Jaubert, Miss Ethel de Armas, Miss Lillian Ganche, Miss Edna Faust, Miss May Lavigne, Miss Lou Fitzpatrick, Miss R. Mitchell, Mrs. Henry Stoutz, Mrs. M. Hinckley, Mrs. George E. Pitcher, Mrs. F. Bradley, of Chicago, Mrs. Frank Arbeiter, Mrs. J. Celestin, Mrs. Charles Granger, Mrs. J. Billet, Mrs. C. Coake, Mrs. J. Diehlmann, Mrs. Claude Smith, Mrs. Oscar Thibodaux, Mrs. Jeanne Tolson, Mrs. Alvah P. Smith, Mrs. Kenneth Pepperdene, Mrs. S. A. Power, Mrs. E. J. Dubuc, Mrs. Clifford Sherman, Mrs. Charles G. Moreau, Mrs. E. Ritayick, Mrs. J. Sullivan, Mrs. James Burns and Mrs. Frederick Fenno.

NOTICE TO ELECTION.

Notice is hereby given that an election will be held in the City of Bay St. Louis at the City Hall as provided for by law on

FEBRUARY 25, 1928, at 12 o'clock noon.

All meetings to be held for the purpose of fixing the salaries of the Mayor and Councilmen (Commissioners) of the City of Bay St. Louis are provided for by ordinance No. 100, passed by the Board of Aldermen on January 15, 1928, and approved by the Board of Aldermen on January 16, 1928.

Whereas, the Board of Mayor and Councilmen of the City of Bay St. Louis has this day fixed the salaries of the Mayor and Councilmen of the City of Bay St. Louis, which must be submitted to the Board of Aldermen for its approval.

Whereas, the Board of Mayor and Councilmen of the City of Bay St. Louis has this day fixed the salaries of the Mayor and Councilmen of the City of Bay St. Louis, which must be submitted to the Board of Aldermen for its approval.

Whereas, the said ordinance in full shall be read to the qualified electors as provided for by law.

Whereas, it is necessary for the Board to provide for said election. Therefore, be it resolved,

RESOLVED that an election be held on

THURSDAY, MARCH 1, 1928,

at 12 o'clock noon, for the purpose of

fixing the salaries of the Mayor and

Councilmen of the City of Bay St. Louis

which must be submitted to the Board of Aldermen for its approval.

Be it further resolved that public notice requiring that this resolution take effect and be in force from and after its passage

CHARLES TRAUB, Sr., Mayor.

S. J. LADNER, Public Utility Commissioner.

F. H. EGLOFF, Commissioner of Finance.

BABY CHICKS FOR SALE.

Purebred Baby Chicks for sale;

hatched in Buckeye Mammouth incubator, B. Rocks and R. I. Reds; \$4.00 per hundred; Leghorns, \$13.00 delivered.

RESTER'S HATCHERY, Otho Rester, Prop., Picayune, Miss.

NOTICE TO CREDITORS.

Letters testifying on the Estate of

Mrs. Elmore Laurent, deceased, were

granted to the undersigned by the Chancery Court of Hancock County, Mississippi, April 1, 1928, and therefore, notice is hereby given, requiring all persons having claims against said estate to have same probated and registered in the Chancery Court of Hancock County, Mississippi, within six months from this date, and failing to do so probate and register same in six months will bar the claim.

CHARLES TRAUB, Sr., Mayor.

S. J. LADNER, Public Utility Commissioner.

F. H. EGLOFF, Commissioner of Finance.

GOING! GOING!

?

Less than 60 days ago this Company placed on the

market the present issue of its Cumulative Preferred Stock.

In that short time approximately three-quarters of the issue has been sold. How long will it last?

ONLY A FEW HUNDRED SHARES REMAIN

UNSOLED.

Many prospective investors were disappointed when the first issue of this stock was disposed of before they were able to secure as much of it as they desired.

When this issue is sold many